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HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

01-28-2000

U.S. Patent & TMO/PTM Mail Rcpt Dt. #57

Commissioner of Patents



101277791

Send original documents or copy thereof.

1. Name of conveying party(ies):

Jeff Rapport, a United States
Citizen dba Key Item Sales

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: January 19, 2000

2. Name and address of receiving party(ies)

Name: KEY ITEM SALES, INC.

Internal Address: _____

Street Address: 8911 Independence Ave.

City: Canoga Park State: CA ZIP: 91304

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State California
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,582,474

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Larry F. Gitlin, Esq.

Name: RAPKIN & GITLIN

Internal Address: _____

5855 Topanga Canyon Blvd., #301

Woodland Hills, CA 91367

Street Address: _____

5855 Topanga Canyon Blvd., #301

City: Woodland Hills State: Ca ZIP: 91367

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Larry F. Gitlin, Esq.
Name of Person Signing


Signature

1/24/00

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002027 FRAME: 0708

ASSIGNMENT

WHEREAS, Jeff Rapport, a United States citizen, dba Key Item Sales, located at Los Angeles, California 91325 ("Rapport") has adopted, used, and is the owner of the right, title and interest in and to the trademark ASHLEY B., for which Reg. No. 1,582, 474 issued on February 13, 1990,

WHEREAS, KEY ITEM SALES, INC., a California corporation created and existing under the laws of California, and having its principal offices at 8911 Independence Avenue, Canoga Park, California 91304, is desirous of acquiring all right, title and interest in and to said trademark and the application therefor,

NOW, THEREFORE, TO WHOM IT MAY CONCERN, be it known that, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Rapport hereby assigns to KEY ITEM SALES, INC., its successors, assigns and legal representatives all right, title and interest in the United States in and to said trademark and said application therefor, together with the goodwill of the business symbolized by said trademark and said registration of said trademark.

The Comissioner of Patents and Trademarks is requested to issue the Certification of Renewal to said assignee, KEY ITEM SALES, INC.

Signed at Northridge, California, this 19 day of Jan, 2000



Jeff Rapport dba Key Item Sales